# Agasthya Omkumar

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## EDUCATION

**Defence Institute of Advanced Technology (DIAT)**     2022 - 2024
M.Tech. Applied Mathematics     Pune

**BNM Institute of Technology, VTU**     2017 - 2021
B.E. Mechanical Engineering     Bengaluru

## EXPERIENCE

**CAIR-DRDO**     Aug 2023 - Mar 2024
Project Trainee – Digital Marketing & Campaign Analytics     Bengaluru

- Planned and executed 5+ digital marketing campaigns for UAV-based maritime surveillance products, integrating Google Ads, SEO, and email marketing to boost stakeholder engagement by 42%.
- Managed campaign budgets totaling ₹8 L, optimizing PPC bids and ad creatives to reduce cost-per-click (CPC) by 28% and increase click-through rate (CTR) from 2.1% to 4.7%.
- Implemented Google Analytics dashboards to track KPIs (traffic, conversions, bounce rate), enabling data-driven decisions that improved landing-page conversion by 35%.
- Collaborated with cross-functional teams to align campaign messaging with business development goals, contributing to a 15% uplift in qualified leads.
- Documented standard operating procedures (SOPs) for campaign setup, QA, and reporting, cutting campaign launch time by 30%.

**Cognizant**     Mar 2021 - Sept 2021
Intern – Marketing Operations & Database Design     Bengaluru

- Designed SQL databases to support targeted email marketing campaigns, improving segmentation accuracy and open rates by 18%.
- Up-skilled in Python for marketing automation scripts, reducing manual campaign setup time by 25%.

## SKILLS

- **Digital Marketing:** Campaign Management, Search Engine Marketing (SEM), Google Ads & PPC, SEO, Email Marketing, Social Media Marketing, Google Analytics, Marketing Operations, Business Development, Online Marketing, Content Optimization, A/B Testing, Data-Driven Decision Making
- **Soft Skills:** Process Orientation, Adaptability, Written & Verbal Communication

## PROJECTS

- **UAV-based Maritime Multi-Object Tracking Campaign:** Created end-to-end digital marketing strategy: SEO-optimized landing pages, Google Ads (PPC), and LinkedIn retargeting ads that generated 5,000+ qualified visits in 30 days. Utilized Google Analytics and A/B testing to refine ad copy and CTAs, achieving a 22% lift in form submissions.
- **Vittiya Anveshak – Fund Trail Analysis Tool:** Developed a Flask-based web application with integrated email marketing funnels; campaign open rate reached 34% (industry avg. 21%). Presented tool at KAVACH Cybersecurity Hackathon; selected Top 5/3,900 teams nationwide.
- **Sign Language Recognition Awareness Drive:** Launched social media marketing campaign (Instagram, Twitter, LinkedIn) that reached 50K+ impressions and 3K+ engagements in 2 weeks.